

Master Plan Recommendations

As They Relate Directly and Indirectly to a Downtown TIF District

Chapter 1. Land Use

Section 4.5 Downtown

- Support mixed residential, commercial and office uses in the downtown, with specific allowance for residential uses on upper floors of downtown buildings.
- Review existing building standards in the WC district, including parking, setback and building height to determine their adequacy to support, and not discourage appropriate development density in the downtown.
- Develop a green space and street tree plan for downtown.
- Develop recommendations for ensuring a pedestrian-friendly environment, including developing a standard pedestrian crossing design to enhance visibility and safety, and instituting traffic calming measures that do not create unreasonable maintenance burdens. Evaluate specific conflict areas for possible re-design, including the Bandstand and Spring St./Main St. /Water St.
- Encourage the Chamber of Commerce to develop further recommendations for continued improvement of the waterfront area behind the Water Street buildings.
- Consider acquisition of additional land for providing more downtown parking, possibly including a portion of the Mill parking lot.
- Conduct a feasibility study for the transition/conversion to underground utilities in the downtown area.

Section 4.7 General

- Where appropriate, the Town should allow mixed uses (residential, limited retail, office/professional) as special exceptions within zoning districts, especially where they can lead to the creation of neighborhood-oriented business and services.

Chapter 2, Transportation

Roadways and Congestion Section

- Identify and implement specific safety improvements for pedestrians and bicyclists, especially in the downtown and school areas.
- Develop funding strategies for maintaining existing road, sidewalk and trail systems and for creating new connections within the network of roads, sidewalks and trails.
- Continue to develop, program and fund short and long-range plans for maintenance of town roads, bicycle paths and sidewalks.

- Review existing roadway signage and develop a Sign Management Program to coordinate and manage all directional and traffic oriented signage.
- Review all traffic signage on each of the six main roads into Exeter to make recommendations for improvements to assist first-time visitors, novice pass-through drivers, commercial vehicles and bicycle travelers.
- Review downtown parking and crosswalks for consistency with the 2003 Manual of Uniform Traffic Control Devices.
- Support implementation of projects in the Capital Improvement Program including bridge, culvert, sidewalk, shoulder widening, intersection improvements, and other roadway improvements.

Parking Section

- Regularly evaluate parking within the Historic Downtown District and propose changes based upon the changing users.
- A Parking Authority should be established that would work on a combined transportation and economic development agenda and include close ties with the Town Planner, Planning Board, Economic Development Committee, and Chamber of Commerce.
- Consider long-term development of the municipal lot behind the Town Offices and the private lot behind Town Hall. These parcels should be considered for more productive use or for a long-term market based parking and mixed-use facility in scale with the Downtown District. Ideas should be explored utilizing it as some combination of parking, businesses, and residences, coordinated with the Exeter Train Station and the rest of the core downtown area.

Land Use Section

- Promote compact, mixed use land development to reduce infrastructure costs and improve the viability of public transportation, walking, and bicycling as options for travel.
- Encourage the continued investment of public funds into public services in central areas of the community and discourage relocation of such services to the outskirts.
- Encourage the coordination of land use and transportation planning to ensure that existing and future industrial, commercial, and service centers and housing concentrations are adequately connected; and appropriately located to preserve the quality of life in surrounding areas.

Chapter 4, Public Utilities and Services

Electrical Service Section

- The Town Administration in cooperation with the Chamber of Commerce and other groups should pursue all available funding sources to finance the burial of utilities in the downtown area.

Chapter 5, Community Facilities and Civic Life

Marketing and Access

- Create informational kiosks at selected parks and in frequented public areas to promote various programs and resources, including, but not limited to local programs, parks, trails, special events, and meetings.
- Promote and develop alternative transportation options for entry to and egress from Town, including:
 - Continued development at and advertising of train station,
 - Development of bicycle routes along main arteries,
 - Preservation of existing sidewalks and expansion of pedestrian walkways.
- Improve downtown parking options.

Public Buildings and Town Hall

- As part of the downtown restoration plan, the Town should look into connecting the spaces between the Bandstand, Town Hall and Town Office to make them more pedestrian friendly while maintaining safe vehicular and bicycle flow as well as parking.

Public Parking

- Due to the high average occupancy of the parking lots, the amount of off-street parking available should be increased. This could be accomplished through:
 - Purchase land for the purpose of creating additional public parking lots.
 - Lease of land for purposes of creating additional public parking lots.
 - Create a commuter lot to reduce the use of the large municipal lot as a carpool meeting point.
 - Construct a parking structure at the large municipal parking site or some other downtown location.
- Consider alternative ways to finance the costs of obtaining additional parking in Downtown Exeter.

Civic Life / Historical Resources

- That the Town and its representatives pursue the goals and objectives of both the Downtown and Riverfront revitalization projects aimed at enhancing the overall enjoyment of the downtown area.
- That the Town and its representatives work to enhance the historic districts and take steps towards restoring elements that have deteriorated over time. This should include a review of the pedestrian and traffic flow in the shopping district, landscaping, sidewalks and lighting as part of the Downtown and Waterfront revitalization projects.

Chapter 9. Historic and Cultural Resources

- Further explore the Downtown Historical Restoration Program to help revitalize the downtown area.
- Revive the Waterfront Revitalization initiative, beginning by reforming and reactivating the project advisory committee